



Give your marketing team agentic, **growth-driving superpowers**

The Compound Marketing Engine uses agentic AI powered by Snowflake to build and personalize audiences and journeys, so marketing can iterate continuously for rapidly compounding growth.

Loyalty Journey for VIP Customer Segment
Keep your top customers engaged with a reward

123.4K Customers 90 Days f X

Winback Journey for Churned Apparel Customer Segment
Bring back lapsed customers with an incentive

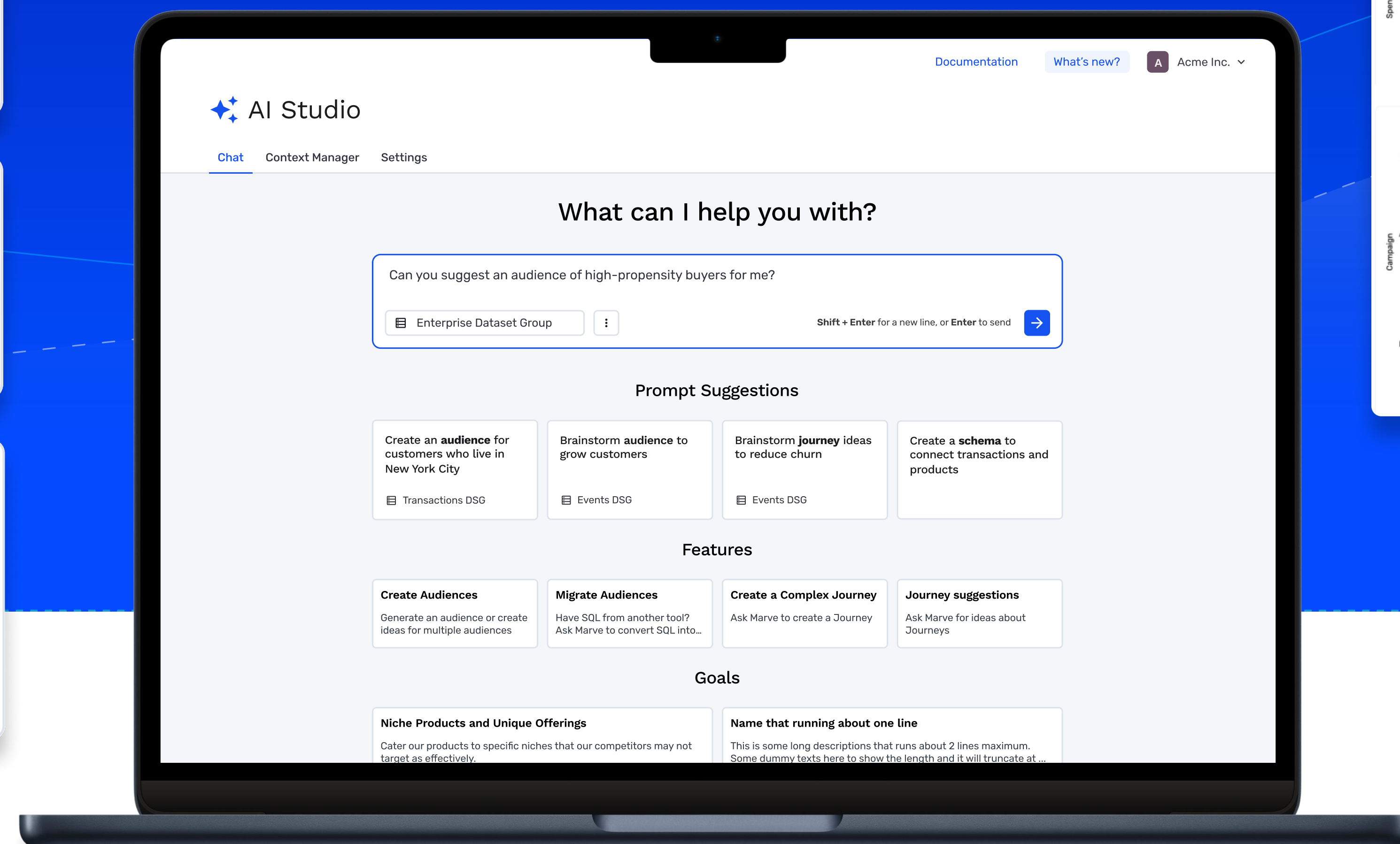
123.4K Customers 90 Days f X

High-Propensity Buyers
customers who have shown significant interest in purchasing...

6,012,320 Customers 37% Overlap

High Spenders
customers with ARPU over \$250

75,073 Customers 17% Overlap



Turn Snowflake into an AI-powered growth engine

Growth Agents powered by Cortex AI learn from your data and continuously optimize your marketing cycle

Self-serve data activation without overloading engineering

Empower your marketing team with self-serve audience creation directly on Snowflake data - no SQL or data copies required

Secure by design from day one

Your data never leaves Snowflake, is never copied, and stays fully secure with built-in governance



Designed for Marketers, **Loved by Data Teams**

Growth Agents learn from Snowflake data, instantly suggesting and crafting audiences — no heavy lifting required

Marketers orchestrate personalized omnichannel campaigns across the entire marketing stack

AI never sleeps—it's constantly analyzing, learning, and fine-tuning campaigns so they perform better every moment



Test Drive

The Compound
Marketing Engine:



Experience the power of GrowthLoop + Snowflake with our 14-day guided trial

- Create powerful audience segments - no SQL required
- Build and orchestrate personalized journeys
- Review the performance data ingested into Snowflake

Complete your POC before July 1st and receive
our Snowflake Summit exclusive pricing